

Remarks/Arguments:

In light of the above amendments and following remarks, reconsideration and allowance of this application are respectfully requested.

Claims 1, 3-14 and 20 have been amended and claims 21-22 have been newly added. It is submitted that no new matter has been added. Therefore, claims 1-22 are pending in this application.

The Examiner has rejected claims 1-13 under 35 U.S.C. §103(a) as being unpatentable over Gordon et al. (US Published Application No. 2001/0056577) in view of Iki et al (US Published Application No. 2001/0005903) and rejected claims 14-20 under 35 U.S.C. §102(b) as being anticipated by Gordon et al.

Summary of Interview

The Applicant would like to thank Supervisory Patent Examiner Dennis Chow and Examiner Alan Luong for conducting a personal interview with Applicant's representatives on December 18, 2007 at the United States Patent and Trademark Office.

During the interview, Independent claim 1 as amended herein was presented as a proposed claim amendment and arguments were provided for distinguishing such amended claim over the prior art relied upon by the Examiner.

Particularly, the Applicant's representatives explained that amended claim 1 of the present application recites an electronic program guide grid pattern including one or more rows and a plurality of columns, and a electronic program guide controller capable of being configured in at least two time shift modes, each of the at least two time shift modes specifying how a time focus is shifted on the electronic program guide grid pattern in response to shift instructions.

On the other hand, the "time shift mode" disclosed by the Gordon et al. reference is related to a completely different concept than the aforementioned features recited in newly amended claim 1. That is, the time shift mode 856 depicted in Figure 8 of the Gordon et al. reference relates to the completely different concept of time shifted programming material and,

more specifically, relates to a mode of retrieving previously broadcasted programming [see Figure 8 and lines 1-8 of paragraph [0163] of Gordon et al.].

Accordingly, it is submitted that the Gordon et al. reference clearly fails to disclose or suggest an electronic program guide grid pattern including one or more rows and a plurality of columns, and a electronic program guide controller capable of being configured in at least two time shift modes, each of the at least two time shift modes specifying how a time focus is shifted on the electronic program guide grid pattern in response to shift instructions, as recited in amended independent claim 1 of the present application.

It is noted that the aforementioned features recited in amended independent claim 1 are similarly recited in amended independent claims 6, 10 and 14 of the present application.

In view of the foregoing, it is submitted that each of independent claims 1, 6, 10 and 14, as well as the claims dependent thereon, is clearly allowable and the Examiner is kindly requested to promptly pass this case to issuance.

In the event, however, that the Examiner has any comments or suggestion of a nature necessary to place this case in condition for allowance, then the Examiner is kindly requested to contact the Applicants' representatives to expedite allowance of this application.

Respectfully submitted,



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KNN/pb

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